

## 2010 Editorial Calendar

### January

#### **Focus: Annual Photo Contest**

*New Mexico Magazine* celebrates the land, people, and landmarks of New Mexico by unveiling the winners of our 9th Annual New Mexico Magazine Photo Contest. Plus: Winter getaways

### February

#### **Focus: Great New Mexico Books**

As readers cocoon during winter, our focus on Great New Mexico Books transports them to the Land of Enchantment and creates anticipation to travel to the places they've read about. This is an issue readers keep handy all year.

### March

#### **Focus: Spa Rejuvenation**

*Supplement: New Mexico Culture*

#### TRAVEL GUIDE

This spring, we encourage readers to purge their cabin fever with a visit to New Mexico's hot springs and spas.

### April

#### **Focus: Annual New Mexico Homes Issue**

Consistently a top seller, our yearly homes issue takes readers inside New Mexico's one-of-a-kind homes. Expect more than 30 pages of home-and-garden stories, photos, and how-to.

### May

#### **Focus: Great Summer Trips**

*Supplement: Outdoor Recreation*

School's out, and travelers are making plans. This issue highlights great New Mexico getaways going on all summer long.

### June

#### **Focus: New Mexico's Best Eats**

#### TRAVEL GUIDE

Whether you like your food down-home or upscale, we've found New Mexico's best, from burgers to tacos, and from ice cream to sopapillas. Our experts weigh in on where to eat this summer.

## 2010 Editorial Calendar

### July

**Focus: Folk Art-from around the world to New Mexico**

*Supplement: New Mexico Culture*

New Mexico is notorious for its folk art-so much so that the International Folk Art Market is now hosting artisans from around the globe in what's quickly becoming the sort of Olympics of folk art. Learn what you can see and do this summer and how New Mexico is mentoring cultures and communities across the globe. Plus: The winners of our first-annual New Mexico Magazine Salsa Contest unveiled!

### August

**Focus: Annual Native American Issue**

Consistently our best-selling issue of the year, this is a widely read and collected edition with details on the Gallup Inter-Tribal Indian Ceremonial, Santa Fe Indian Market, and more.

### September

**Focus: Indian Summer-there's still time to travel**

TRAVEL GUIDE

Traditionally, travel tapers off at back-to-school time. Not so in New Mexico. With golden light and warm temperatures for the next 6-8 weeks, our Indian Summer issue shows readers where they can taste wine, go camping, or hop in a hot-air balloon.

### October

**Focus: History and Mystery**

*Supplement: New Mexico Culture*

With Halloween in the air, *New Mexico Magazine* focuses on heritage travel celebrating fall and folklore. A toast to New Mexico beers and wines, historic landmarks (and their spooky residents), and colorful storytelling ranging from *chupacabra*, to La Llorona, to Day of the Dead.

### November

**Focus: Hooray for Tamalewood Collector's Edition.**

*Supplement: Outdoor Recreation*

Readers love *New Mexico Magazine's* original lists celebrating classic films, new favorites, and little-known gems. A movie guide for New Mexico lovers, it inspires readers to visit the locations they've seen on screen and capitalizes on our state's ever-increasing celebrity caché.

### December

**Focus: The Holidays, New Mexico-style**

TRAVEL GUIDE

As the snow falls, families plan their winter getaways and holiday celebrations. This month, *New Mexico Magazine* highlights holiday getaways (whether you want to embrace winter or escape it), seasonal events, and Southwestern ways to deck the halls.